NAVISTONE®

Direct Mail + Digital Marketing = Better Together

About NAVISTONE®

NaviStone® is breaking new ground acquiring customers for our clients; adding the high response power of direct mail to the insights provided by the web browsing behavior that traditionally drives retargeting display ads. NaviStone has invented a way for businesses to send relevant direct mail to website visitors while maintaining the anonymity of those visitors to both the website owner and NaviStone.

Consumers are providing companies with more data than ever before. In exchange, consumers expect these companies to use that data to understand what they want and when they want it. Well managed web browsing data gives you the opportunity to reach an engaged audience, with an individualized message, at just the right time giving you a "first mover advantage" with these consumers. NaviStone helps through either our turnkey postcard program, or as a data feed to your existing direct mail campaigns.

We're proud to call Cincinnati, Ohio our home with our headquarters located in Over-the-Rhine.

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Customers Exist Everywhere, and Your Brand Should Exist Everywhere Too

For many E-commerce marketers, modern day marketing is both a blessing and a curse. There's never been more ways to reach consumers and drive revenues, yet it's difficult to align all of the various means of marketing communication. And, the cluttered digital landscape means that it's even harder to make an impression with consumers online. That's where tactics like direct mail retargeting can be tremendously beneficial as you look for new ways to engage your consumers with thoughtful marketing.

For all of the emphasis placed on digital marketing in E-commerce, it's important to remember that consumers don't exist solely on the Internet. They're everywhere — online and offline, in stores and reading catalogs. The average person receives more than 2900 marketing messages a day. What's more, people don't choose only one outlet when engaging with your brand. The same person might look at your product in a store, buy it through your website, review it on Amazon and post a video of your item on YouTube. Multiply this by the size of your entire audience, and you can see how it can be hard to keep track of your consumer base.

Since your audience uses so many different mediums, it's your job to not only optimize your message through all of these different platforms, but to deliver a consistent message every time. The old silo mentality doesn't work anymore. Your E-commerce team can't work separately from your catalog department, and your in-store setups have to match your online displays. It's not about getting clicks or generating massive visibility. Instead, it's about appearing as a unified brand at every customer touchpoint, because it's only through consistent delivery of customer-focused experiences that you can expect to receive long-term loyalty from your customers and prospects.

Why Add Direct Mail to Your Marketing Mix?

It's been said that "Direct Mail is Dead", but the numbers prove that it is alive and well and thriving. Direct mail advertising has evolved tremendously over the past 100 years, never more so than today when innovation is at its peak. It was the first advertising medium, and really the first most primitive version of social media. Then radio came along, and it didn't replace Direct Mail. When television came along, it didn't replace Radio or Direct Mail. And then the Internet came along, and it didn't replace Direct Mail, Radio, or Television. Each of these advertising mediums provides additional unique capabilities, different from the others.

Direct Mail is the only advertising medium that cuts through the clutter with its direct approach and ability to break through the noise. In fact, according to the USPS, 77% of people sort through their mail immediately upon pulling it from their mailboxes. And, furthermore, up to 90% of direct mail is opened as opposed to 20-30% of marketing emails (Smallbizgenius.net). There is no spam folder inside a person's mailbox. And no ad blockers at the post office.

Additionally, the advent of digital printing is beginning to transform what Direct Mail can do. And, it's turning it into something different than it has ever been before, allowing marketers to dynamically create a mail piece that leverages what you know about a consumers' interests to create something that's a unique piece of mail, delivered straight to their mailbox. Add in the data and technology that exists today, and Direct Mail is once again the most effective channel in which to reach someone in a truly personalized way.

Considering adding Direct Mail to Your Marketing Mix? The proof is in the numbers…

Direct Mail with digital ads yield 28% higher conversion rate.[1]
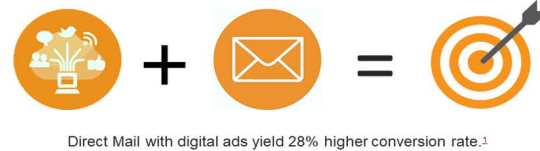
About half (48%) of adults in the U.S. agree that they prefer to get coupons in the mail, a figure that has risen in the past two years.[2]

Direct Mail household response rate vs other Ad Channels[3]

5.1%

Paid Search = 0.6%

Email Ads = 0.6%

Online Display Ads = 0.2%

Social Media = 0.4%
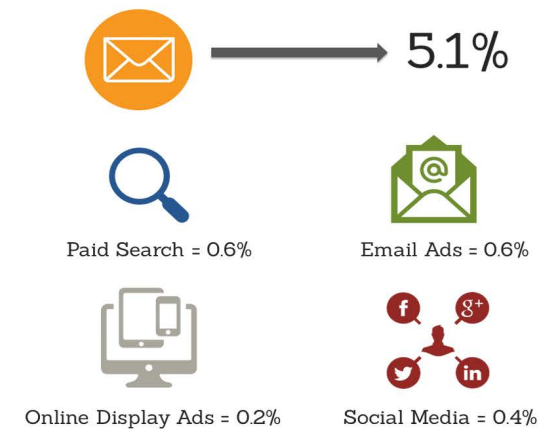
18-21 year old = 12.4% Direct Mail Response Rate[3]

$167 spent on Direct Mail = $2095 in sold goods[4]

vs

Consumers who received Direct Mail offers were able to recall the brand **75%** of the time.

For consumers who received digital-only versions, the brand was remembered only **44%** of the time.[5]

How to Incorporate Direct Mail into Your Marketing Mix

You may be asking yourself…another channel? How do I even begin to incorporate another channel, let alone an entirely different set of data? Well, every good marketer starts with the data. So…let's start there. It's crucial to be sure you're capturing the right data that is meaningful to the story you are trying to tell. Start with the data you have. Before you begin acquiring 3rd party data. This is the right data. Consumer provided data. Data that shows intent and allows you to understand the path your customers go on when making a purchase.

You are likely already running display and email advertising. So, when considering adding another channel to your mix, the topic of attribution will inevitably come up. Adding Direct Mail to the mix means adding another channel which can be very positive, as seen by the strength in numbers previously mentioned, but this also adds another element to consider in terms of what sales gets attributed to the appropriate channel.

This is when A/B testing with true hold-out panels become a key component to the measurement of your campaigns. By testing campaign exposure of those who see your marketing with Direct Mail and those who see your marketing without Direct Mail, the attribution to this channel becomes clear.

Your Customers Are Telling You What They Want...You Just Have to Listen

The key lies with the interpretation of that data. Customers are sharing their story with every click, purchase and like button and when they share data, they expect it to be used to make the purchasing experience more meaningful.

You're sitting on a gold mine – from website browsing and engagement data, purchase data, search, email…etc. This intent data enables highly individualized marketing.

Website browsing and engagement data is often the best source of customer and prospect data, and, rarely used to its full potential. This data is real-time, not derived from external sources, and these are individuals that have taken the almighty action of going to your site, whether they be researching, considering or adding products to their cart. It is, without a doubt, your lowest hanging fruit!

How do you manage it all? Data Science. Find a partner that can sift through data and differentiate between the valuable assets and the noise to identify your best targeting candidates. Tie your orphaned and unknown site visitors to actual individuals and apply this intelligence to actionable marketing strategies across all channels. Doing so could allow you to target your traffic in a much more effective and individualized manner, and, ultimately, help work towards your overall objectives.

With All This Great Data Comes Great Individualization

With all the options available to customers today, whether that be viewing an ad by display, email, mobile or in the postal mailbox, the marketer's job is more difficult than ever in being able to "wow" the customer every step of the way...and customers expect that.

The more you know your customers, the more relevant your message. There is a lot of hype today on the importance of personalization, but the real focus should be on relevance. Offering customers a relevant and individualized experience must play a critical role in your Direct Mail program in order for it to be successful and drive results. In fact studies show that…

➢ **79%** of consumers say they are only likely to engage with an offer if it has been personalized to reflect previous interactions the consumer has had with the brand.

➢ More than half of consumers **(57%)** are okay with providing personal information (on a website) as long as it's for their benefit and being used in responsible ways.

➢ **88%** of U.S. marketers reported seeing measurable improvements due to personalization — with more than half reporting a lift greater than 10%.

➢ **78%** of U.S. Internet users said personally relevant content from brands increases their purchase intent.

➢ Personalization reduces acquisition costs as much as **50%, lifts revenues by 5-15%,** and increases the efficiency of marketing spend by 10-30%.

Using the right data is the best way to connect the dots in Identity mapping. Executed across both online and offline marketing can make for an individualized and seamless experience for your customer.

Imagine the possibilities when the power of a physical mail piece delivered directly to someone's home meets a highly relevant offer wrapped in personalized content. That makes for the ultimate, individualized customer experience. A true connection.

Now what? Bridge the 97% Gap with Digitally Powered Mail

Did you know on average only 3% of online shoppers actually convert? The distance between the effort marketers put into driving traffic to their site and a low conversion rate has never felt further apart. By leveraging your website traffic, you can turn site visitors into Direct Mail opportunities.

By identifying website visitors who have shown intent to buy and making them available for marketing through Direct Mail not only drives unprecedented response rates, but allows you to retarget offline to your existing customers and prospects in the most individualized way.

Gone are the days of "snail mail" as today's data-driven marketers can now reach their customers and prospects with a Direct Mail piece within 24-hours of their site visit thanks to data and technology.

But, how does it work? A short matching code is inserted on each page of of the advertiser's website. Without compromising consumer privacy, data collection begins.

The data is stored in a secure environment specifically dedicated to the advertiser's information. Website visitors are then scored on their likelihood to respond to Direct Mail by unique algorithms. When website visitors show an intent to purchase based on the modeling process, privacy compliant names and addresses are secured to include in direct marketing prospecting and reactivation programs.

Digitally Powered Mail is the next generation in Direct Mail. What better way to make a meaningful connection with people than reaching them within their four walls with a personalized touch point they can touch and feel?
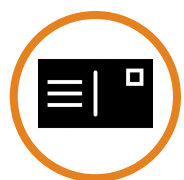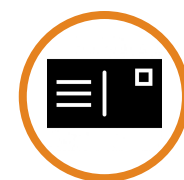
Execution: Seven Best Practices for Printing Direct Mail

Now that you have all the necessary elements for generating optimal results based on the powerful combination of Digital and Direct Mail, it's time to execute your print campaigns.

Let's review your checklist:
Award-winning marketing team - check! Data partner - check! Consumer privacy policies in place - check! Website intent data - check! Data intelligence - check!

A good printing partner is going to carry your campaign across the goal line.You may already be working with one, or perhaps, your data partner has a printer they can refer you to. Ensure you are satisfied with the quality of their work and responsiveness of their team and execution.

Your printer is in place, so let's walk through some best practices to consider for the print portion of your Direct Mail campaigns.

Execution: Seven Best Practices for Printing Direct Mail

1 Take a Data-First Approach
Leverage existing data and identify the right prospects for your direct mail campaign.

2 Get Personal
The more you know about your customer, the more relevant the message, the more personal the experience, the more likely they are to purchase.

3 Less is More
Don't try to make your postcard do too many things. Ensure your customer quickly understands the benefits you're communicating and how to proceed. Leave the heavy messaging to your website or a landing page.

4 Make it Actionable
Leave subtlety at the door and make it clear what action you want your prospect to take next. Whether it's a PURL, phone number or physical address, don't leave them guessing on next steps.

5 Timing is Everything
When it comes to offline retargeting, one day can make all the difference. Once your customer has raised their hand and shown intent to buy, get the message or offer in front of them within 24 hours.

6 Measure the Success!
Identify your KPIs in advance and define what success looks like for your campaign. Then, set up your campaigns so you can track against them.

7 Test and Learn
Be sure you're trying different creative, offers and CTA's. The data you gather from testing can be invaluable for optimizing on future campaigns. Don't be afraid to iterate.

Additional Resources

Digital to Print Revolution

The Future of Direct Mail Circulation: How to Evolve Your Planning Approach with Today's Buyers and Technology

Leveraging Digital Browsing Behavior to Deliver Agile, Individualized Next-Gen Marketing

Quit Shuffling the Deck Chairs Around! Why Transforming E-Commerce Marketing Requires a New Boat

Case Study: NaviStone® Helps Touch of Class Reach Out to Web Browsers via Direct Mail

Case Study: DHC USA Dramatically Boosts Reactivation Results with NaviStone®

Case Study: NaviStone® Opens Direct Mail Prospecting for Niche Marketer Bavarian Autosport

2 Guys and Some Data Podcast

30 Direct Mail Statistics for 2017, Compu-Mail

Consumers Still Prefer Print Over Digital Coupons, Marketing Charts

Data & Marketing Association, The DMA

Why Direct Mail Marketing Is Far From Dead, Forbes

Direct Mail in the Digital Age, Kissmetrics

Conclusion

Throughout the rise of digital marketing, advertisers have considered the strategy and execution of digital programs to be completely separate from the methods of traditional advertising, such as those used in Direct Mail marketing. Marketers have talked about breaking down the silo's between offline and online programs for too long, with not much success. Finally, there is a real reason to remove the lines that separated the two; a marketing program that bridges the gap between Digital Marketing and Direct Mail.

Digitally Powered Mail works because of the symbiotic nature of the relationship between Digital advertising and Direct Mail. It combines the best attributes of each channel, speed, scale, ability to individualize to create the most effective program available. It's a melting pot of data, technology and responsiveness that has resulted in an approach that targets the individual with the information they need, when they need it. It's the ultimate example of how brands can enrich the lives of their customers, which should be the ultimate goal of any marketing initiative.

Simply put, Digital Marketing and Direct Mail are better together.

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